

**GOVERNMENT OF ANDHRA PRADESH**  
**ABSTRACT**

Cinemas – Grant of Cinematograph License to Inox Leisure Limited, with (3) Screens at Chitralaya Cine Mall, Suryabagh, Visakhapatnam with permission to screen (5) shows per day in each screen – Orders – Issued

**HOME (GENERAL) DEPARTMENT**

G.O.MS.No. 142

Dated:25-09-2014  
Read the following:-

1. Representation received from the Chief Executive Officer, Inox Leisure Limited, Mumbai, dated 03-05-2014.
2. From the Dist. Collector, Visakhapatnam, Rc.No. 1348/2007/C1, dated 08-07-2014.

**ORDER:**

In the reference 1<sup>st</sup> read above, the Chief Executive Officer, Inox Leisure Limited, Mumbai has requested the Government to grant Cinematograph License to Inox Leisure Limited with (3) Screens at Chitralaya Cine Mall, Suryabagh, Visakhapatnam by permitting to special rates of admission and flexible number of shows.

2. In the reference 2<sup>nd</sup> read above, the Dist. Collector, Visakhapatnam has reported that the Revenue Divisional Officer, Visakhapatnam along with the Tahsildar, Visakhapatnam (Urban) has inspected the Multiplex theatres in the premises of Dasapalla Chitralaya, Visakhapatnam and stated that they are maintained high standards of their facilities and services thereby ensuring that their patrons get a world class and memorable theatre experience at their Multiplex. The movie watching experience for their patrons is enhanced by providing the following facilities at their Multiplex:-

- 1) Interiors of international standards with fully air-conditioned auditoriums and lobby
- 2) Plush carpeting in the auditoriums and a well-designed lobby
- 3) State of the art LCD screens in the box office area displaying information for the customers
- 4) Comfortable stadium style high-back seating with comfortable leg space between the rows
- 5) Auto flush toilet facility with high levels of hygiene in the multiplex and its rest rooms through constant housekeeping efforts
- 6) Inherently fire retardant seat fabric and drapes
- 7) Modern safety and security systems and firefighting systems
- 8) Smoke exhaust fans inside all auditoriums and motorized fire dampers in all AHUs.
- 9) 100% power backup through generator
- 10) All the critical systems have UPS backup facility thereby enabling uninterrupted movie viewing even during power failures

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- 11) Emergency lights on invertors all over the multiplex area
- 12) LED lights on every step riser in the auditorium, seat light as well as exit signs are an invertors
- 13) State of the art, high end, DCI-compliant projection systems
- 14) Efficiently designed acoustic system treatment in auditoriums for providing the patrons a superior sound quality
- 15) Digital sound system with Dolby across in all screens
- 16) Three-way sound system.
- 17) Computerized ticketing facility.

3. The concerned Authorities have furnished the following No Objection Certificates to run the Multiplex:-

- i) Occupancy Certificate from the Commissioner, Visakhapatnam Municipal Corporation, vide BA NO.11927/2009/ ACP-III/DCP-II/G1, dated 02-04-2014.
- ii) N.O.C. from the Commissioner of Police, Visakhapatnam, L.Dis.No.105/MC/2014, dated 3.3.2014.
- iii) N.O.C. from the Director General (Fire Services), vide Rc No.8981/MSB/ER/VSP/2012, dated 26-11-2013.
- iv) N.O.C. from the Executive Engineer (R&B), Visakhapatnam vide Lr No.3129/CHR/JTO3/2012, dated 27-05-2014.
- v) N.O.C. from the Deputy Electrical Inspector, Visakhapatnam, vide Lr No DEI/VSP/Cinema/ D- Form/ D.No.885/2014, dated 24-5-2014.
- vi) N.O.C. from the Revenue Divisional Officer, Visakhapatnam.
- vii) N.O.C. from the Chief Medical Officer of Health, Greater Visakhapatnam Municipal corporation, Visakhapatnam

4. The Director General, State Disaster Response & Fire Services, Andhra Pradesh, Hyderabad informed that he has issued "No-Objection Certificate dated 26-11-2013" for occupancy to the existing Multi Storied Building (Multiplex) of Chitralaya Cine Mall developed by M/s Grandhi Theatres Private Limited, D.No.28-10-32, Surya Bagh, Visakhapatnam with Lower Basement + Upper Basement + Ground +6 Upper Floors with a height of 26.89 Mtrs., for Assembly (D6) Occupancy, subject to the conditions mentioned therein. This "No-Objection Certificate" for occupancy is valid for one year from the date of issue of the letter.

5. The Commissioner, Greater Visakhapatnam Municipal corporation, in his letter dated 02-04-2014, has issued Occupancy Certificate certifying that the building has been inspected and has been declared fit for occupation i.e D.No.28-10-32, Surya Bagh, Visakhapatnam having Sub- Cellar, cellar for parking, Ground + 6 floors.

6. The Executive Engineer(R&B), Roads has informed that the construction of the Multiplex Complex was inspected by undersigned on 26-05-2014 and stated that the construction of the theatre is in

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accordance with the Andhra Pradesh Cinema (Regulation) Rules, 1970 and recommended for issuing screening permission for three screens. He recommended to accord permission for screening the films initially for five years i.e. 27-05-2014 to 26-05-2019.

7. The Deputy Electrical Inspector, Visakhapatnam in his letter dated 24-05-2014 has issued Electrical Certificates bearing Nos.CP/V-134, CP/V-135, CP/V-136 in Form – D to M/s Inox Leisure Limited, Visakhapatnam valid from 24-05-2014 to 30-06-2018.

8. The Commissioner of Police, Visakhapatnam informed that the Assistant Commissioner of Police, East and A.D.C.P. Traffic inspected the M/s .Inox Leisure Limited from Law & Order and Traffic point of view and issued NOC with the following conditions:-

1. The management shall not allow parking of any vehicles on the road in front of the Multiplex Complex.
2. They shall keep traffic sign boards as "NO PARKING", "GO SLOW", "WAY TO PARKING", "WAY TO ENTRY & EXIT" for the proposed multiplex complex at all the required places.
3. The management shall have to keep sufficient security personnel at each entry and exit gates of the multiplex complex to regulate the vehicular traffic.
4. The management shall allow vehicles of the audience/ customers coming to the complex even for enquiry and to buy tickets, etc., inside the complex premises to avert traffic congestion in front of the shopping complex.
5. All precautions suggested by Fire Service Department shall be followed strictly, including sufficient number of emergency exits.
6. Separate timings for each theatre shall be maintained to commence and close each show at each theatre.
7. Sufficient parking place shall be provided for the customers/ audience of proposed theatres as well as the shopping Mall visitors inside the shopping complex only.
8. Sufficient security personnel shall be kept round the clock in order to maintain HHMD's and to avert all kinds of security threats.
9. Sufficient female security personnel shall also be employed to frisk women customers/audience.
10. All precautionary boards shall be displayed in four languages i.e., (Telugu, English, Hindi & Oriya) at all visible places.
11. Sufficient CC Cameras shall be installed and the footage should be stored and made available to the local police as and when called for.
12. Separate NOC/ permission may also be obtained from other inspecting authorities like Fire, Electricity, Town Planning and Public Health, etc. before obtaining Occupancy Certificate from the competent authority.

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9. The Chief Medical Officer of Health, Visakhapatnam has informed that the said Multiplex situated at TS. No. 1678, Block No.47, Allipuram of Visakhapatnam has been inspected from the public health point of view and he has recommended to run the above said Theatres in view of public health.

10. Government, after careful examination of the matter and in exercise of the powers conferred under Section 12 of Andhra Pradesh Cinemas (Regulation) Act,1955 and under clause (a) of sub rule (3) of Rule 11(B) of the Andhra Pradesh Cinemas (Regulation) Rules,1970, hereby grant Cinematograph License to Inox Leisure Limited, Chitralaya Cine Mall, Visakhapatnam with three (3) screens at D.No.28-10-32, Surya Bagh, Visakhapatnam and also permit to screen five (5) shows per day during 9.00 A.M. to 1.00 A.M. (after mid-night) in all the three screens in relaxation of item No.43 of 'B' Form Licensing Condition:-

Screen	Class	No.of seats	Rate of admission for 2D movies	Rate of admission for 3D movies
Screen-1	Royal	15	225	250
	Executive	320	150	175
Screen-2	Executive	166	150	175
Screen-3	Executive	134	150	175
<b>TOTAL</b>		<b>635</b>		

11. The grant of cinematograph license and the rates of admission permitted above is subject to the conditions laid down in the Annexure appended to this order being strictly fulfilled by the Management of M/s. Inox Leisure Limited, Chitralaya Cine Mall, Visakhapatnam.

12. The District Collector and Magistrate, Visakhapatnam shall take further necessary action accordingly in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**Dr. MANMOHAN SINGH,  
PRINCIPAL SECRETARY TO GOVERNMENT(FAC)**

To  
The Collector and District Magistrate, Visakhapatnam  
Copy to :-

The Chief Executive Officer, M/s Inox Leisure Limited,  
5<sup>th</sup> Floor, Viraj Towers, Western Express Highway,  
Andheri (East), Mumbai-400093.

The P.S. to Hon'ble Chief Minister and Minister for Cinematography.  
The P.S to Principal to Govt., Home Department.  
Sc/Sf.

**// FORWARDED :: BY ORDER//**

**SECTION OFFICER**

**ANNEXURE**  
**CONDITIONS FOR MULTIPLEXES**

- a) The CCTV system shall be maintained without any interruption.
- b) Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.
- c) The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

**CONDITIONS FOR THEATRES AND MULTIPLEXES**

- 1) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.
- 2) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces at all times.
- 3) The corridors, area earmarked for lobby and parking for the use of cine-goers, should not be let out for any commercial or other purpose.
- 4) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.
- 5) Emergency evacuation plan shall be drawn and got approved by the licensing authority within one month. (*Uphaar Theatre- Hon'ble Supreme Court Directions*)
- 6) A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (*Uphaar Theatre -Hon'ble Supreme Court Directions*).
- 7) The staff/ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once every 6 months. (*Uphaar Theatre- Hon'ble Supreme Court Directions*).
- 8) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (*Uphaar Theatre – Hon'ble Supreme Court Directions*).
- 9) The emergency department telephone numbers of the nearest Hospitals, Police Station and Fire Department shall be displayed in every show.
- 10) The Management should facilitate periodical inspection by the Fire Officer concerned.
- 11) The Management should obtain insurance coverage for all the employees and audience/visitors/vendors.
- 12) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.

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- 13) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.
- 14) Adequate valet parking staff and security guards should be provided for a parking convenience, safety and traffic regulation at entry and exit.
- 15) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.
- 16) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles and parameters of safety.
- 17) Toilets should be clean and hygienically maintained, adequate number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with hot and cold running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers. Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.
- 18) The rates of food items, snacks and beverages sold in the premises shall at reasonable rates and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.
- 19) Air conditioners should be maintained in proper condition, and if found not working severe penalty will be imposed.
- 20) Fresh and clean drinking water must be provided for the patrons.
- 21) There should be no modifications to the available parking area as seen in the inspection report so as to reduce the parking area.
- 22) Adequate valet parking staff and security guards should be provided for parking convenience, safety and traffic regulation at all entries and exits.
- 23) All precautions should be taken for safety during movement and parking of vehicles inside the mall area.
- 24) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles and affects parameters of safety.
- 25) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.
- 26) There should be smooth finish in the space between the road and entry/exit of the Mall.
- 27) There are minor signages and painting to be completed at basement levels III &IV. There should be finished before operating the Cinema theatre.
- 28) Women Help Desk: The Management shall arrange for Women Help Desk to help/assist women patrons especially for night shows from 7:00 P.M. to 1:00 A.M. which includes arranging for Taxi if they want keeping details of Taxi drivers for safety of women patrons.

**Dr. MANMOHAN SINGH,  
PRINCIPAL SECRETARY TO GOVERNMENT(FAC)**